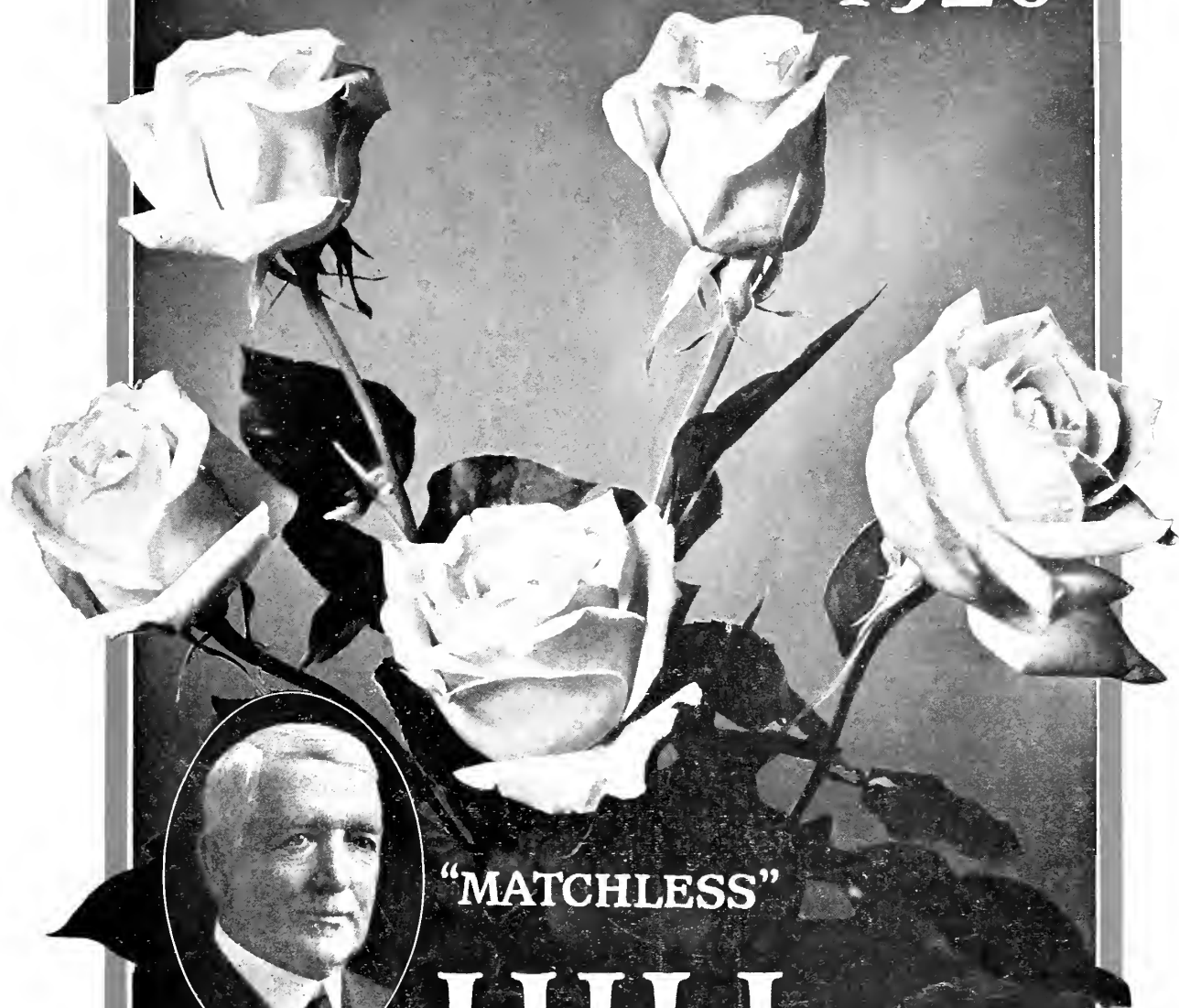


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

1926

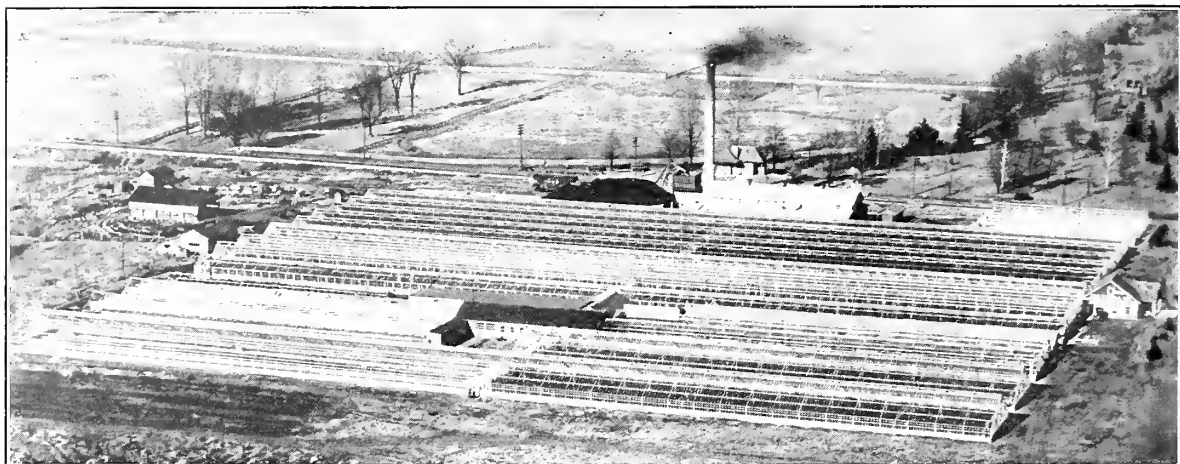


E.G. HILL

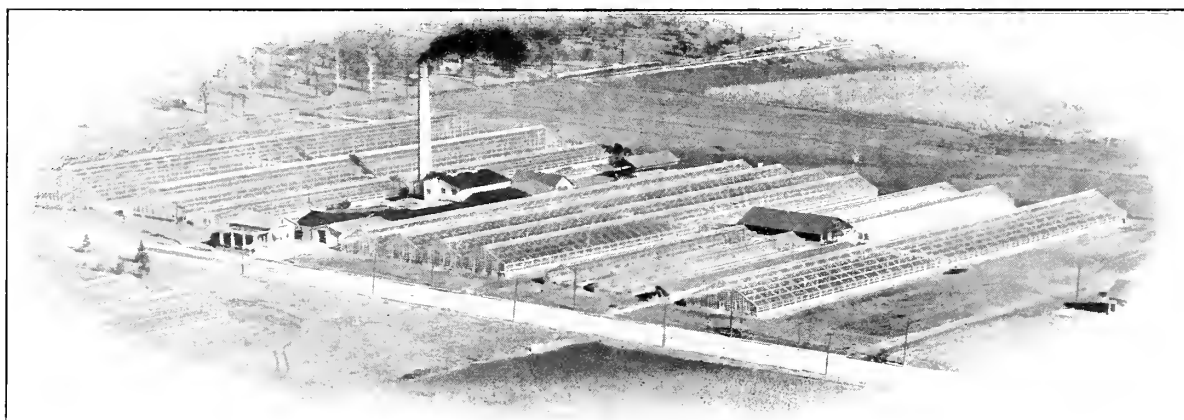
"MATCHLESS"

HILL
FLORAL PRODUCTS CO.
RICHMOND, INDIANA

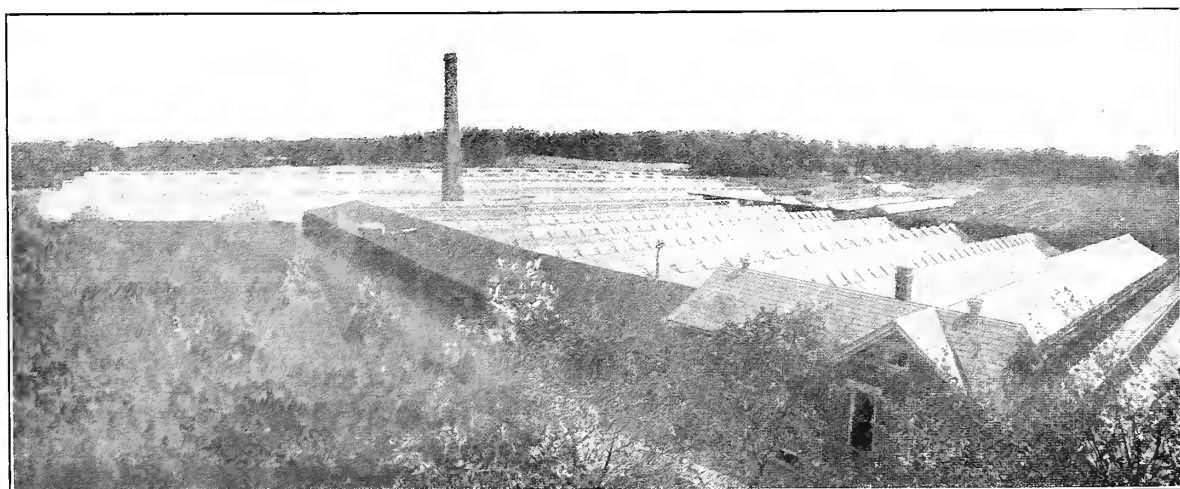
Sales Company for
THE E.G. HILL CO. JOS. H. HILL CO.
FRED H. LEMON CO.



E. G. HILL CO'S PLACE



JOS. H. HILL CO'S PLACE



FRED H. LEMON CO'S PLACE

The Three Places Cover Half a Million Square Feet



EARL H. MANN



JOSEPH H. HILL



FRED H. LEMON

REPRESENTING
THE
HILL FLORAL PRODUCTS CO.
OF
RICHMOND, INDIANA

A SELLING ASSOCIATION

for THE E. G. HILL CO.,
THE JOSEPH H. HILL CO.,
and FRED H. LEMON CO.

They thank their many friends in the trade for their splendid support of the year 1925, and promise Quality Stock and individual care in the filling of their orders in 1926.

We realize that "It is more important to make a permanent friend for the concern than to make a transient trade."—FORBES.

ROSES COME FIRST

Best Varieties for Forcing

WE SECURE QUALITY GRAFTS

By buying highest grade Manetti regardless of cost;
 By using finest quality blooming wood for scions;
 By selecting expert grafters for the work;
 By using the latest improvements in methods, in our very best houses.

**Our whole aim is to deliver Grafts that will delight
 the Grower.**

NOVELTY ROSES FOR 1926

Prices: Grafts, \$45.00 per 100, \$400.00 per 1000.

Write for prices on larger quantities

MATCHLESS

Parentage, Sport of Premier

(Duckham-Pierson Co.)

DESCRIPTION REGISTERED WITH AM. ROSE SOCIETY

"Habit of Plant—Same as *Premier*. Character of foliage—Heavier than *Premier*, with deep veining. Freedom of growth and hardiness—Same as type. Flower—Opens freer than *Premier*. Color—Very brilliant deep pink or brilliant cerise. Form—Bud longer and much better form, pointed. Fragrance and bud—Very fragrant; bud opens perfectly and retains true color for several days. Petalage—Same as *Premier*. Freedom of bloom and lasting quality—Same as *Premier*, and lasting quality much better."

Signed by DUCKHAM-PIERSON COMPANY.

THE HILL FLORAL PRODUCTS Co. have stock of *Matchless* growing on their place, and are greatly pleased with it; the above describes it perfectly; the pointed bud, and the brilliant deep cerise color make it irresistible, together with "June Rose" fragrance.

ROSELANDIA

An English variety originating with Walter Stevens of Hoddesdon.

A deep golden orange color, with apricot at the base of the petals; the tones are richest when grown cool; it is a sport of *Golden Ophelia*; the buds are long and pointed and it makes a strong bid for place among yellow roses. Has the fine points of *Ophelia* in growth and foliage.

STANDARD VARIETIES

COLUMBIA

Everybody knows *Columbia*; it has helped many a cut-flower grower over a hard place.

The grower of bedding-roses also heads his list with it.

Like a *good-natured AND energetic* person, it is pleasant to live with, and profitable to work with. Has Won Three Gold Medals



New Columbia

NEW COLUMBIA

A sport from *Columbia* selected three years ago, on account of its better form in the bud which prevents its flattening before it opens.

The bud is a little lighter in color than the parent tho' it deepens to the tone of *Columbia* as it opens; it is exceptionally beautiful.

In other respects it is almost exactly like the parent.

MATCHLESS

See page 4.

Come to Richmond and see it growing.

It's not doing the thing we like to do, but liking the thing we have to do, that makes life blessed.—GOETHE.

DOUBLE WHITE KILLARNEY

Still in heavy demand where a florists' white rose is wanted;—after all the years of its culture, it is still magnificent.

In answer to inquiries:—it is not a completely "double" flower, but is much fuller than the original *White Killarney* (which had only 14 to 16 petals), and was named *Double White Killarney* by the firm who introduced it. It has wonderful keeping qualities and great size.

SENSATION

Another Big Rose

As large and more prolific than Premier. Well supplied with heavy, luxuriant foliage. The flowers are fine any season of the year.

The color is a magnificent shade of red. The bud long-pointed and the open flower beautiful, with extreme size and good color to



Double White Killarney



Sensation

the last. The stems are long and strong, with ample foliage. A good keeper and shipper.

Grafts well, roots well, and above all else, grows well. Properly grown it will produce more dollars per square foot of space than any other rose of today.

TEMPLAR

This red rose has been growing in popularity from its first planting; its clear even color is very much admired and its value as an "all the year round" rose has been determined.

Like *Butterfly* it can be cut tight for shipping; it is wonderfully free and has the "June rose" fragrance.

Not a "Big-rose," but of good size and nice form, on stiff stems, increasing in beauty as it opens. A tip-top commercial. We advise all growers to get acquainted with it.

*Gold Mine*

GOLD MINE

1925 NOVELTY

Seedling of Mrs. Aaron Ward

That most delightful variety, *Mrs. Aaron Ward*, has had but one fault, and that defect is only appreciated by the grower, it *will* go to sleep in mid-winter, and leaves the buyers to wonder *why* they can't have their favorite rose.

That is why *Gold Mine* is offered to take the place of *Mrs. Aaron Ward*, for it is a continuous bloomer, and is of *Ward* type with all its good qualities,—the same fine leathery foliage; freely produced, which is one of *Ward's* charms; the bud is pointed and longer than in the parent. The color is a lovely shade of golden yellow, with orange bronze heart; it is a strong grower, and has fine lasting qualities.

MME. ALEXANDRE DREUX

RAISED BY CONSTANT SOUPERT

An H. T. with Pernetiana Blood

Deep orange, very brilliant, with touches of bright gold, and a light suffusion of pink at times.

The bud is long, very slender and pointed, held upright on a slender stiff stem; bloom, of medium size, but startling in effect. Marvelous color.

Its early performance in 1924-25 led us to believe that it was taking kindly to the *Manetti*, but by late Springtime we found our *bench Dreux* showing the usual hatred of the "yellow rose" for *Manetti* stock. This year all our *Dreux*s are budded on *Odorata*.



Mme. Butterfly

MME. BUTTERFLY

Our Sport of Ophelia

Butterfly is a beauty.

Bright emerald calyx. Indian red base of the petals, old gold above, shading to maiden-blush pink—this is the coloring after cold weather sets in. Very fragrant—and a fine keeper. Suggestion—

Get more flowers to the bench by planting closer.

MRS. CALVIN COOLIDGE

Sport of Ophelia, and very similar to the parent or to *Mme. Butterfly* in character, but is different in color, which is a rich golden yellow, which deepens as it opens; very free in both growth and bloom.

PREMIER

Premier at this date still heads the list in quantity production, and is unsurpassed in quality; beside these two credits, it makes such an enterprising, quick *come-back* after a crop, that its very name brings smiles to the face of the grower—and its brilliance of color has made it very acceptable at Xmas time. A perpetual prize winner, and look at its progeny coming on!

It is estimated that $\frac{3}{4}$ of all the plantings for cut flowers are *Premier*.



Premier



Pernet

SOUV. CLAUDIUS PERNET

One of the most interesting roses ever introduced to the trade.

Has had extreme ups and downs in the period of its five years of trial; at present it holds a proud place in the cut-flower market, a "Golden King of Roses" for all who have learned to grow it well; foliage like Holly; continuous in bloom, wonderful in build, color and size.

There is no finer stock of it growing in the country than that in our benches at Richmond.

As a cut flower, its keeping qualities are marvelous and the buying public has found it out, and now rank it with *American Beauty* as a Rose de Luxe.

"As you are a florist, wreath your face in smiles."

INDEX AND PRICE LIST
OF ROSES

NOVELTIES OF THE YEAR

No Charges For Packing

GRAFTS

| | Per 100 | Per 1000 | 5000 Lots Per 1000 |
|------------------|---------|----------|-----------------------|
| Matchless | 45.00 | 400.00 | 375.00 |
| Roselandia | 45.00 | 400.00 | 375.00 |

STANDARD SORTS

Write For Quantity Discounts

GRAFTS

| | Per 100 | Per 1000 |
|------------------------------------|---------|----------|
| America | \$40.00 | \$400.00 |
| New Columbia | 25.00 | 250.00 |
| Columbia | 25.00 | 250.00 |
| Gold Mine | 25.00 | 250.00 |
| Double White Killarney | 25.00 | 250.00 |
| Mme. Butterfly | 25.00 | 250.00 |
| Mme. Alex. Dreux, on Odorata | 50.00 | 400.00 |
| Mrs. Calvin Coolidge | 25.00 | 250.00 |
| Premier | 25.00 | 250.00 |
| Souv. Claude Pernet | 50.00 | 500.00 |
| Sensation | 25.00 | 250.00 |
| Templar | 25.00 | 250.00 |

*“Many people pay too much in the end for paying too little in the beginning.”
and
“A good buyer FIRST asks ‘What will it do?’ THEN, ‘What is the price?’”*

CARNATIONS

Clean, Strong Cuttings in Season

We are glad to offer to the trade superb quality cuttings, beginning early in the year; the plants, *which are grown for cuttings only*, are covered with the "bloom" so dear to the heart of the carnation grower, because it assures him that the stock is in robust health.

The varieties offered below are the sturdy-growing kinds with good stems, and heavy texture, the very opposite of the old *Enchantress* type, which really caused the downfall of the carnation in most sections of this country.

Not growing them for cut blooms, allows the production of larger sized cuttings, and the following varieties, the very best available sorts up to this date, all have good constitutions and the best keeping qualities.

The Florist trade of the country cannot comfortably get along without carnations.

Only strong growing varieties will help to bring the Carnation back where it belongs; ours are in perfect condition.

SPECTRUM

NOVELTY OF 1925

A brilliant, rich scarlet, deep in tone, a color that is a necessity. It is a good grower with strong calyx; a novelty of decided promise.

\$11.00 per 100, \$100.00 per 1000.

MRS. JAMES JONES

NOVELTY OF 1925.

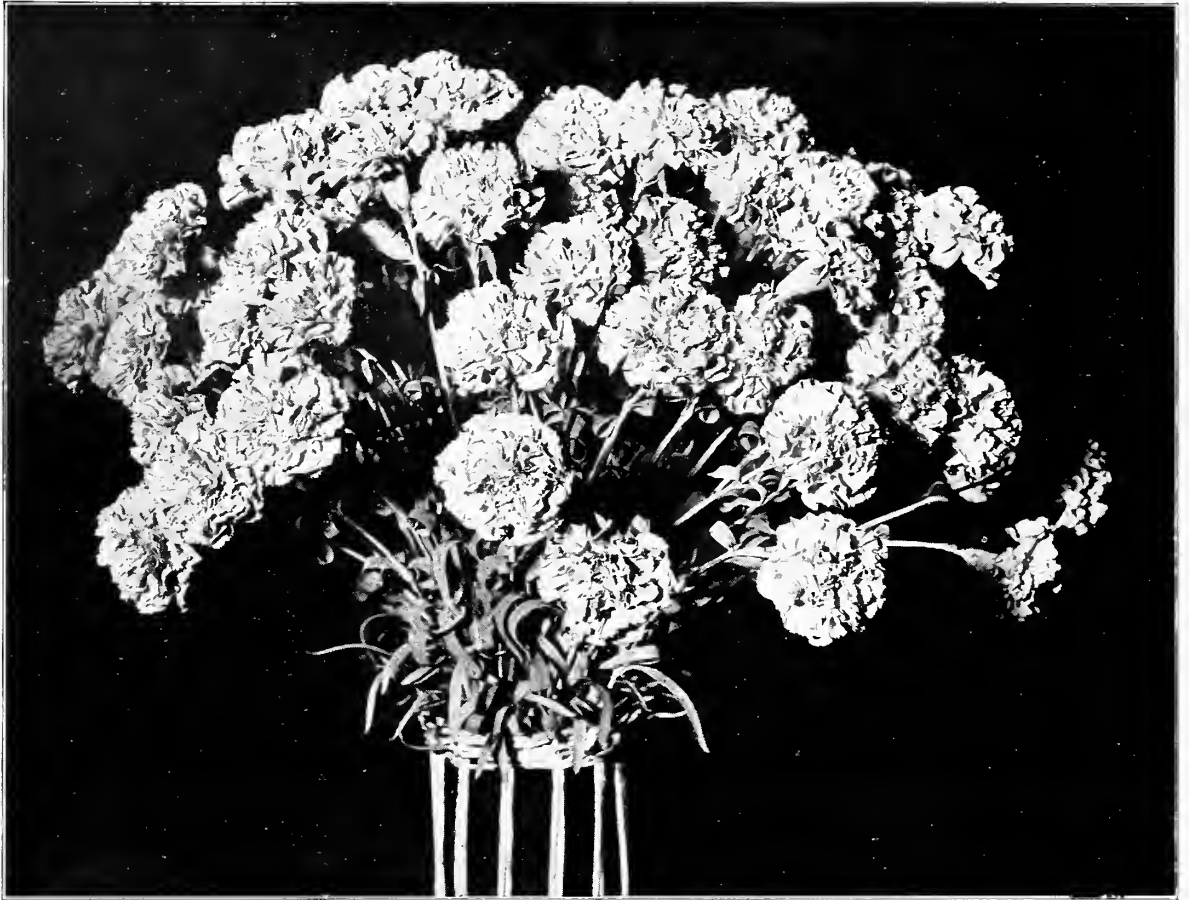
A dark rose-pink carnation of nice form, excellent texture, and stiff erect stem; shows its sturdy health in the bluish "bloom" on the foliage; has good keeping qualities, which is absolutely necessary for a good carnation. Comes into bloom early in the Fall.

\$11.00 per 100, \$100.00 per 1000.

LADDIE

What *American Beauty* is among roses, *Laddie* is in Carnations, the "King of Pinks."

\$12.00 per 100, \$100.00 per 1000.

*Betty Lou*

BETTY LOU

NOVELTY OF 1925

Has the brilliant pink color of *Mrs. Ward*, with longer stem, and better habit, and large full flowers.

Awarded the gold medal at the National Show at Cleveland for the best new variety. It carries through on long shipments in perfect condition, on account of its heavy texture.

Very popular in the city trade; purchases are always followed by "repeats."

\$11.00 per 100, \$100.00 per 1000.

MATCHLESS

Still the best white. \$6.00 per 100, \$50.00 per 1000.

RED MATCHLESS

Everybody's red. \$6.00 per 100, \$50.00 per 1000.

These 6 varieties produce flowers of lasting quality.

*Favorite*

CHRYSANTHEMUMS

The Mum has always been popular in its season, and the buying public has always met it with a happy smile of welcome, but in the Fall of 1925, it really swept things before it: it has been the "wonder flower" of the year; "unstable as water" as to its blooming dates the past Autumn, it yet held its own on the market and in very few localities did it become "a drug," as it skilfully dodged the surprising and unlooked for changes in the weather, so far from normal. It proved a pleasing success in the finals.

COMMERCIAL PLANTING from Early to Late

We have many requests each year for this information, so we again print this list, and find very few changes from 1925, considering the novelties introduced.

OUR BEST SELLERS HAVE BEEN, from Early to Late

YELLOW

GOLDEN EARLY FROST
CHRYSOLOGA
SUN GLOW
RICHMOND
GOLDEN GLORY
MAJOR BONNAFFON
CELEBRATION
ADRIAN'S PRIDE
GOLDEN CHADWICK

WHITE

EARLY FROST
MRS. TIM
WHITE CHIEFTAIN
SNOW WHITE
FAVORITE
TIMOTHY EATON
CHADWICK IMPROVED

PINK

ANGELO
CHIEFTAIN IMPROVED
THANKSGIVING PINK

OTHER COLORS

BERTA—Crimson-scarlet. W. H. WAITE—Scarlet and gold.
MUSKOKA—Mahogany red. TEKONSHA—Crimson and gold.
HARVARD—Pure crimson.

He who goes up in the air when things go wrong, may be a good aviator, but never an efficient business man.

THE BIG VARIETIES

Those marked "Exhibition," should be grown in larger or smaller quantity according to each retail florist's local trade. The "*Big Mums*" are his loudest advertisers; they attract the crowd to his window, and they make sales for *all* the types of 'Mums within the store. Where the selection can be left to us, we can offer as usual

10 EACH of 10 EXHIBITION SORTS
For 10 DOLLARS

These are made up from our winning varieties in all the Fall Shows.

NOVELTIES AND RECENT SORTS

For prices see page 22

BERTA

| | | |
|--|----------|---------------|
| A beautiful crimson and gold, incurving, of medium height. Early doer, with really ornamental foliage. Valuable because it is the earliest of this showy color; when bud is taken as here indicated it is especially welcome for this date | Take Bud | Blooming Date |
| Aug. 8 | | Oct. 10 |

W. A. BILNEY

(Exhibition)

| | | |
|---|--|--------|
| Deep bronze in color. Exceptionally fine in a deep, broad flower, and of wonderful color tone. Very popular in England. Aug. 20 | | Nov. 1 |
|---|--|--------|

CRIMSON PERFECTION

| | | |
|--|---------|---------|
| A glorious color in red and gold; a fine addition to the fancy earlies, in a very scarce color. Darker than Berta..... | Aug. 15 | Oct. 15 |
|--|---------|---------|

MRS. E. KERSHAW

(Exhibition)

| | | |
|---|---------|--------|
| There is nothing finer in its color, a golden bronze with bright lining to the petals, which are of great breadth, deeply channelled and loosely incurving, the very perfection in form and color of a stunning, showy, big mum. 4½ feet..... | Aug. 25 | Nov. 1 |
|---|---------|--------|

MRS. ALICE H. BURKE

(Exhibition)

| | | |
|--|---------|--------|
| Of enormous size. <i>Daybreak</i> pink, shaded cream, upright center and long spreading petals making a show variety of the largest size and of big, globular form. Stem very stiff. An easy doer. Scored 95. An extra good keeper | Aug. 20 | Nov. 5 |
|--|---------|--------|

STANDARD SORTS

For complete list of varieties, with prices, see page 22

ADRIAN'S PRIDE

| | | |
|---|----------------|-----------|
| Very brilliant golden yellow, the intense shade that everybody enjoys; four feet high from June 20th planting, strong stem, beautiful foliage. The crown bud does not bring a completely full flower; the second crown and others before the terminal, are perfect, with strong stems. The terminal bud must not be used, as these heavy blooms very often break at the first joint, just as Timothy Eaton does. Avoid the terminal. The finest late yellow, an easy doer, a perfect commercial | Sept. 15 to 30 | Late Nov. |
|---|----------------|-----------|

ANGELO

| | |
|---|------------|
| In a class by itself, intermediate between the large type and pompons. Light pink, very full and round, perfectly erect; disbud to one flower to the branch. Set plants in bench about May 15. As prolific as a pompon, bringing 10 to 15 perfect blooms on long stems. Very profitable to grow | Early Oct. |
|---|------------|

BOB PULLING (Exhibition)

| | | |
|--|--------|--------|
| Of wonderful size, petals an inch in width, and 10 inches long. The form shows its great size to its best advantage; clear shade of yellow | Aug. 1 | Nov. 1 |
|--|--------|--------|

BRONZE TURNER

This gives us the *fourth Turner*, a valuable variety for the exhibitor because it is one more prize-taking Turner, buff-bronze, with maroon shadings on the lower petals. Bud Aug. 30 Nov. 5

CELEBRATION

Sport of *Eaton* with the same wonderful texture, and fine keeping qualities, same splendid stem and foliage; glistening yellow; good for its date. Sept. 10 Late

CHADWICK IMPROVED

Pure snow-white, never tints; a running mate for Timothy Eaton Sept. 20 Late

CHIEFTAIN (Syn. J. W. PRINCE)

There is no finer commercial pink. Round and smooth in finish as a pearl; ours is the selected strain of deeper color. Sept. 10 Oct. 25

CHRYSOLORA

The very best commercial yellow of its date. Extra good keeper and traveler Aug. 15 Oct. 15

CORPORAL PIPER (Exhibition)

Immense yellow of type of Odessa, but larger and brighter; very stiff stem, fine finish } After Aug. 20 Nov. 1

EARL KITCHENER (Exhibition)

An enormous flower in a color not too plentiful in its class. Stem, foliage and flower are alike tremendous. Bright amaranth with silver shadings. Aug. 20 Nov. 1

EARLY FROST

One of the most valuable white varieties in commerce; its record of quality, its dates from very early to late, its perfection of color, stem, foliage, lasting qualities, and the fact that it can be planted very close in the bench (twice as close as any other variety make it a very profitable sort } Early Sept. 1 or earlier

FAVORITE (Commercial)

Glistening snow-white; beautifully rounded; especially valuable, as it comes in a trifle before T. Eaton finishes. Has a good stem, nice foliage and is an easy doer. A beauty. Very pure color. Sept. 5 Late

GOLDEN EARLY FROST

(See Yellow Early Frost)

GENL. ALLENBY (Exhibition)

A rich golden yellow with long reflexing, drooping petals, one of the very fine new exhibition sorts. Height 5 feet. } Bud Nov. 5

GOLDEN GLORY

A perfect commercial in every point. We cannot suggest an improvement. 4 ft. in height, handsome foliage, globular form, smooth finish, shining gold, full, and big; and with all the above, an easy doer Sept. 5 Nov. 1

GOLDEN CHADWICK

Fine late commercial yellow. } Sept. 5 Nov. Late
A splendid sort }

HONEYDEW (Exhibition)

Canary yellow of shining satin-like finish, large, round, and smooth; a beautiful addition to the class of this color. Extra nice grower, about 3½ feet high, good stem and handsome foliage. Aug. 20 Oct. 25

HARVARD

Dark scarlet crimson. Fine for Thanksgiving. A valuable commercial red, and very beautiful Sept. 30 Nov. 20

JAS. FRASER (Exhibition)

A grand golden yellow; indispensable as a show flower. Deeply reflexing, long petals Aug. 20 Nov. 5

J. W. PRINCE (See Chieftain)

The brighter Chieftain of which it is a selected strain. Very choice Sept. 10 Oct. 25

LOUISA POCKETT (Exhibition)

Very pure white. Enormous in size. One of the very largest. A sure winner Aug. 30 Nov. 5

LADY HOPETOWN (Exhibition)

Enormous pink of lovely shade—for collections } Aug. 20 or Later Nov. 5

MAJOR BONAFFON

The absolutely perfect market yellow. Our stock is healthy and clean, and the blooms have been of the quality of Bonaffon in its early years, and in its type it has never been surpassed. A favorite with everybody. } Sept. 20 Nov. 5 and Later

MAJESTIC (Exhibition)

Enormous rounded bloom of the most perfect form, a shining golden orange, shading to rosy bronze. As brilliant as an electric light. A fine grower. Aug. 15 Nov. 1

MONARCH (Exhibition)

A snow-white, incurved variety, and while of the very largest size, is of fine, lasting texture and nicely rounded form. A good grower, very easy to handle. Scored 95, C. S. A. . . . Sept. 5 Nov. 5

MUSKOKA

Golden bronze and mahogany—6 to 10 flowers to a plant. Large and full for its type. Blooms from early to late; great keeper; grown to single stem it is fine. Belongs in the class with *Angelo*; incurving, perfectly filled blooms—as perfect as *Chieftain*. Stems long and very stiff. A unique variety. Sept. 1 Early

MISS EMILY MORRISON

Bright lavender, loose incurved type, foliage quite up to the flower. Extra fine for exhibition in this scarce color. . . . Aug. 10 Nov. 5

MISS MILLICENT ROGERS

(Sport of *Nag-ir-roc*)

Bronzy-pink with golden shadings; color of *Mme. Butterfly* rose, with center of clear gold; curling, reflexing petals, very distinct and novel; stiff stem, foliage up to the flower. . . . Aug. 20 Oct. 20

MISS RUTH TWOMBLY (Exhibition)

A beautiful spreading form of reflexed petals showing the color to the best advantage, which is } After
a bronzy yellow, very rich. . . . } Aug. 15 Nov. 5

MRS. CHAS. H. CURTIS (Exhibition)

Creamy white ground, petals edged with bright rose, reflexing to display color arrange- } Aug. 20 Mid-
ment at its best } or Later Season

MRS. G. G. MASON (Exhibition)

Blood red, gold reverse— } Early
gorgeous } Aug. 20 Nov.

MRS. J. JESLIE DAVIS (Pink Turner)

A big mum, indispensable for exhibition in the Turner Family Aug. 30 Nov. 5

MRS. LOUIS B. TIM

Shining white with incurving petals, the earliest and largest white blooming on 10th of October. Stem and foliage perfect. A dwarf grower. Certificated C. S. A., at New York, Philadelphia and Boston. Aug. 15 Oct. 10

MRS. WOODROW WILSON

A magnificent, large snow white exhibition variety. Aug. 15 Oct. 15

NADINE (Exhibition)

An exceptionally large golden bronze variety; free, and graceful in habit. An easy doer. } Aug. 1
Height 5 ft. } or Later Nov. 5

NAGOYA

Very late incurved, bright yellow; a good grower with stiff stem; medium in size; a perfect shipper Sept. 10 Late

NAG-IR-ROC (Exhibition)

Deepest orange and bronzy yellow; 36 inches in circumference; every petal reflexing and } After
curling } Aug. 15 Nov. 1

NERISSA (Exhibition)

Rosy lavender, grand in size and beautifully incurved. Big and globular. Sept. 5 Nov. 5

NIAGARA (Exhibition)

Immense, snow-white, good foliage, stiff stem, with very long petals; finishes into a fine exhibition variety of rounded massive form. Good in every way } Aug. 15 Nov. 5
to 20

NEW JERSEY (Exhibition)

A nice clean grower, very dainty in finish, outer petals slightly reflexing, and dimpled at the tips; shows a wide spread. Color a soft clear pink, and of extra fine finish. Bud Aug. 20 Nov. 5

ODESSA (Exhibition)

Enormous yellow, very bright, grand in form; unexcelled as an incurving yellow for exhibition. Sept. 5 Nov. 5

PHILIP RICCI (Exhibition)

An improved *Chas. H. Totty*, the beautiful chestnut bronze; petals long and graceful, with perfect stem and foliage. Gorgeous color } Aug. 15 Nov. 5
or Later

PINK TURNER

(See *Mrs. Leslie Davis*)

PRIVATE J. GRESHAM (Exhibition)

Terra-cotta red with golden reverse. Enormous reflexing flower. Strong free grower; splendid from any bud. Height } Any
4 ft. } Bud Nov. 5

PRIVATE MERLE HAY

A warm, bronzy-red, nice clean foliage quite up to the flower. Scored 94 as a commercial from an early bud. Height } After
5 ft. } Aug. 10 Nov. 5

ROSE CHOCHARD

A very early pink, of *Chieftain* type; a dwarf, incurving compact variety. A prime favorite in the Paris market; can be grown on a side bench. Aug. 15 Oct. 15

ROSANDA (Exhibition)

Color, old rose; outer petals reflexing, center incurving; a fine large sort, of very easiest culture Sept. 10 Nov. 1

RICHMOND

A perfect type of commercial; of fine form, perfect fullness, silk-like finish, and perfect uniformity on the bench. Bright golden yellow. A very easy doer } Aug. 25 Early Nov.

SUN GLOW

A brilliant yellow of *Bonnaillon* type; very smooth incurved. Absolutely unsurpassed as a commercial, and one of the handsomest. Follows *Chrysolora* by a few days, and is quite as fine. Badly needed for this date Aug. 15 Oct. 20

SNOW-WHITE

A very lovely early white commercial. Form, foliage, stem, and color make it a very valuable second early; easy to do; a splendid grower, a good propagator; pure white always, and the round incurved form that makes it a perfect shipper. . . . } Terminal Bud Oct. 20

TIMOTHY EATON

Can be spaced 6x8 inches. Late cuttings give fine substantial flowers for Thanksgiving; absolutely white, when properly grown; the best of its date. Avoid the terminal bud. Sept. 10 Nov. 10

TEKONSHA

Grand large flowering bronze for Thanksgiving — long stiff stems, and foliage fine. Easy to do. This variety and *Waite* are indispensable for the color they give to the cut mums of late November where 90 per cent runs to yellow and white. . . . } Sept. 10 Late Nov.

THANKSGIVING PINK

Fine for the Thanksgiving trade, a welcome color among the heavy percentage of whites and yellows which constitute the bulk of the late varieties. Do not bench before June 15,

and take the terminal bud. It is wonderful for keeping and shipping.

VERMONT (Exhibition)

Of enormous size. Every bud produces a perfect flower; a magnificent pink of lovely bright shade; a clean, healthy grower; the rounded, finely finished bloom makes it one of the most imposing varieties ever introduced Aug. 1 to Aug. 15 Early Nov.

W. H. WAITE

A magnificent scarlet and gold; one of the most brilliant; 4 feet from early cuttings. . . . } Aug. 25 Nov. 5 and Later

WHITTIER

Similar to Richmond in bloom — a golden yellow sphere of very fine finish. Can be cut very late. Stem and foliage allow close planting Sept. 10 Nov. 10

WHITE GIANT (Exhibition)

An extra fine large white bloom, massive in build, of very firm texture, splendid keeper and traveler, pure color, stiff stem, unexcelled for exhibition. Scored 94, C. S. A. Aug. 20 Nov. 8

WHITE CHIEFTAIN

White sport of *Chieftain*; the smoothest, roundest of them all. Sept. 10 Oct. 25

WM. TURNER (Exhibition)

Stands at the very head of the whole white section Aug. 30 Nov. 5

PINK TURNER

(See *Mrs. Leslie Davis* which is the correct name)

YELLOW TURNER (Exhibition)

The yellow sport from Turner; a necessity for collections and for variety; grandest yellow. . . . Aug. 30 Nov. 5

YELLOW POCKETT (Exhibition)

A duplicate of *Louisa Pockett* in everything but color, a magnificent yellow. Simply wonderful Aug. 30 Nov. 5

YELLOW EARLY FROST

Everything that has been said of Early Frost, can be said for its yellow sport; it is one of the most valuable commercial yellows of recent years. Can be had from "first early" to latest according to planting date. . . . Early Sept. 1

POMPONS

The Pompons are gaining in popularity from year to year,—as they ought. Well grown stock is of superlative value, as nothing can take its place in its season.

The newer bronzes are a delight to the public, and are absolutely necessary for “Autumn arrangements.”

Very Early Pompons are in persistent demand and we are glad to call attention to what we have found the best, and we only wish that there were more early sorts of equal quality.

White Wings—Oct. 10th to 15th.

Leilah—Pink, Oct. 10th to 15th.

Ida—Yellow, Oct. 10th to 15th.

Clara Jameson—Bronze, Oct. 10th to 15th.

Each Earliest in Its Color
See Descriptions Following.

ADELPHIA

Color, white as snow, an absolutely perfect example of the very popular disbudded type. 3 ft. November 1.

BRONZE QUEEN

Much the same color as *Hilda Canning*; blooms Oct. 25th. Very choice variety.

To bracket this variety with *Hilda C.* would seem a daring thing to do, but it is *gorgeous* in color, and very early, very brilliant.

CAPTAIN COOK

Taller in growth than the average Pompon, and early; the color is a lovely shade of rose-pink, brilliant and free from lavender tones. Makes a prime commercial “bunch” which is what the wholesaler wants.

CHRISTMAS GOLD

Form of Baby, but larger; the name describes it perfectly. Very best of its type. One of the most profitable Pompons.

Late.

CLARA JAMESON

Lovely combination of bronze and scarlet. Very showy; the tones of color always in demand in Pompons; immense producer. Early, about Oct. 10, precedes Bronze Queen.

CHICAGO PEARL

A charming surprise in an extraordinary new white; *latest* in this color; very pure in tone.

Can be grown in sprays or disbudded, equally charming. Don't overlook it.

Smooth as Chieftain in form.

FLORA

Bright crimson with scarlet shading; much the color of *Jules La Gravere* and a free, easy grower with good stems and full sprays. Mid-season. The very best of the reds. Quantity always limited.

MRS. FRANK BEU

(See Frank Wilcox)

Quality is remembered long after price is forgotten.

FRANK WILCOX

Also known as *Mrs. Frank Beu*. The very best Thanksgiving bronze, shading to fine red; every florist wants some of this grand late. Just try a few of it, one flower to a stem, six stems to the plant.

HILDA CANNING

One of the prettiest, most distinct and valuable Pompons; brilliant bronze, neat and compact, very lasting, and late; "bunches" liberally. The color everybody likes. Very dainty.

IDA

By far the best true yellow of its date, Oct. 15th—fine producer per plant, with good stems.

LILLIAN DOTY

One of the best pinks of the larger flowered Pompons. Fine grown to single stem, 5 or 6 to a plant.

LEILAH

Oct. 15 in full bloom; a beautiful and extremely free flowering variety; receives a warm welcome among the earliest; an exquisite shade of rose pink. Makes full bunches.

MARIANA

Large flowered and snow-white, on long stiff stem; when grown to a single stem, it is absolutely perfect; can also be disbudded 5 or 6 flowers to a plant.

MARY ANN

Light pink in color; excellent in foliage and stem, one of the few good hardy varieties.

MRS. H. HARRISON

Very early, ready to cut Oct. 15th. Light Daybreak pink; when mature, pearl white; the form of flower is very perfect; sprays fine for bunching, stems of good length.

MRS. NELLIE KLERIS

This variety is an improved Lillian Doty, the color is stronger, the blooms equally as large but better arranged on the stems. *Capt. Cook* and *Mrs. Kleris* are fine companions.

NEW YORK

Another grand addition to the handsome golden bronze series of this color. one of the most brilliant; fine in every way.

NOVEMBER GOLD

Latest fine yellow; color could not be better; upright growth on stiff stems, and perfectly formed, smooth flowers.

NUGGETS

First week in November. Very bright yellow blooms in perfect sprays for cutting and bunching. Extra choice. Novelty of 1924.

PINK DOT

A lovely little 'Mum which is greatly admired; color, blush white, with a crimson dot in the center. Sprays, ideal; heavy cropper. Blooms Oct. 25th.

ROSE CHARM

Bright rose-pink, of beautiful self color; gives fine sprays; free in bloom. Date, Nov. 1.

SNOWBIRD

A good small flowered white.

THE CHIEF

A pretty yellow anemone, very interesting both in color and form.

'VARSITY

A greatly improved golden *Baby*, larger size, quite round, comes in just before Xmas. Bunches finely.

WHITE DOTY

Somewhat like Mariana; specially fine grown to "single stem." 6 stems to the plant disbudded.

WHITE WINGS

Earliest of all, Oct. 10th. Better than *Elva*. Flower beautifully formed, snow-white, on long stems. A nice "easy" grower, producing full bunches; is best when partially disbudded.

THE "CAP" FAMILY

A dwarf strain specially suited for growing in pots, making neat, compact bouquets of bloom; every retail florist should have some of this class; all dwarf and bushy in habit. They make the nicest showing grown 10 to 12 flowers to the pot.

Kathleen Thompson—Crimson.
Lilac Caprice—Deep Violet.
Purple Caprice—Royal Purple.
Butler's Caprice—Deep Pink.
Yellow Caprice—Golden Yellow.

THE DECORATIVE VARIETY

SOURCE D' OR

Synonymn, Golden Feather

One of the handsomest of tawney-yellows, bearing long stemmed sprays of individually perfect flowers—in wonderful profusion; this is a variety quite by itself. *Brilliant old-gold* describes it.

Be sure and try part of your planting to "single stem."

TWO VERY VALUABLE VARIETIES

Too large to class as pompons

ANGELO

Light pink; dwarf, and should be planted by end of May to secure 2½ ft. stems; very prolific; blooms round, full and perfect, held perfectly erect. Also one of the best for pots.

Larger or smaller flowered, according to the amount of disbudding done, but cannot be entered in exhibits as a *Pompon*. Will carry 10 to 15 blooms to a plant—one bloom to a stem.

MUSKOKA

See page 16.

Mahogany. Too large for entry as a *pompon* for exhibition.

TWO VALUABLE ANEMONE SORTS

BLANCHE

One of the largest Anemones yet produced; snow-white, very perfect in form, large, finely rounded cushion, and showy ray petals; wonderful blooms grown to single stem.

SUNSHINE

No finer commercial has been added in the past five years than this novelty.

Sunshine is a *deep yellow anemone* and is firm and fresh for Thanksgiving. As a "disbudded" sort it is wonderfully taking—a fine companion for the disbudded pompons.

Most successes are won by doing ordinary things extraordinarily well.

FIVE COMMERCIAL SINGLES

MRS. WM. BUCKINGHAM (Early)

The queen of the singles, a big flat flower with petals of wonderful texture, the loveliest shade of soft rose pink—very lasting both on and off the plant—stiff stemmed and can be planted close; best seller. A true commercial, coming in very early.

BRONZE BUCKINGHAM (Early)

A brilliant light bronze with golden shadings, a sport from Mrs. Buckingham with the same splendid growth and stem; pays to partially, or wholly, disbud a part of the stock of both the Buckinghams. This is a “best seller.”

MRS. E. D. GODFREY (Late)

Light pink, very finest for Thanksgiving; a strong grower and used in large quantity. A worthy running mate for *Mrs. Buckingham*. Fine when disbudded.

LADY ASTOR (Late)

A very late single, very free in production of dark crimson blooms with golden center.

Can be had for Thanksgiving and later from late buds. Showy.

GOLDEN MARVEL

Pure golden yellow, large single flower, perfect in form, on long stems—quite upright. Has wonderful texture.

Produces in great quantity, very effective, nothing like it. Late.

NICOFUME These Tobacco products have become an absolute necessity in the growing of high grade greenhouse stock, and we will be glad to fill orders entrusted to us. These products are reliable and are under the supervision of the Pure Food inspectors.

Nicofume Liquid

8-pound can\$15.00
4-pound can 8.00

Nicofume Tobacco Paper

Can of 288 sheets\$10.00
Can of 144 sheets 5.50

DON'T WORRY!—*I am old—and have had many troubles—most of which never happened!*

Worry is the interest paid on trouble before it comes due!

INDEX AND PRICE LIST OF 'MUMS FOR 1926

ROOTED CUTTINGS

*Many people pay too much in the end for paying
too little in the beginning*

| | Per 100 | Per 1000 | | Per 100 | Per 1000 |
|--------------------------------|---------|----------|---------------------------|---------|----------|
| Adelphia | 4.00 | | Mrs. E. Kershaw | 20.00 | |
| Angelo | 4.00 | 35.00 | Mrs. E. D. Godfrey | 4.00 | 35.00 |
| Adrian's Pride | 4.00 | 35.00 | Mrs. Frank Beu | 3.00 | 30.00 |
| Berta | 25.00 | | Mrs. G. G. Mason | 10.00 | |
| Bob Pulling | 10.00 | | Mrs. H. Harrison | 4.00 | 35.00 |
| Butler's Cap | 6.00 | | Mrs. Leslie Davis | 6.00 | 55.00 |
| Blanche | 10.00 | | Mrs. Louis Tim | 20.00 | |
| Bronze Queen | 6.00 | | Mrs. Nellie Kleris | 3.50 | 30.00 |
| Bronze Turner | 20.00 | | Mrs. Wm. Buckingham | 3.50 | 30.00 |
| Bronze Buckingham | 6.00 | 50.00 | Mrs. Woodrow Wilson | 10.00 | |
| Crimson Perfection | 20.00 | | Mrs. Seidewitz | 5.00 | 40.00 |
| Chicago Pearl | 6.00 | 50.00 | Monarch | 10.00 | |
| Chadwick Improved | 6.00 | 50.00 | Muskoka | 4.00 | 35.00 |
| Celebration | 4.00 | 35.00 | Nadine | 10.00 | |
| Chieftain | 3.50 | 30.00 | Nag-ir-roc | 8.00 | |
| Chrysolora | 3.50 | 30.00 | Nagoya | 5.00 | |
| Capt. Cook | 4.00 | 35.00 | Nerissa | 10.00 | |
| Clara Jameson | 4.00 | 35.00 | New Jersey | 10.00 | |
| Corp. Piper | 10.00 | | New York | 6.00 | 50.00 |
| Christmas Gold | 4.00 | 35.00 | Niagara | 10.00 | |
| Delight | 10.00 | | November Gold | 4.00 | 40.00 |
| Early Frost | 4.00 | 40.00 | Nuggets | 6.00 | 55.00 |
| Earl Kitchener | 10.00 | | Odessa | 6.00 | 55.00 |
| Enchantress (Smith's) | 10.00 | | Philip Ricci | 10.00 | |
| Edwin Seidewitz | 4.00 | 35.00 | Pink Dot | 6.00 | 50.00 |
| Favorite | 10.00 | | Pink Turner | 6.00 | 55.00 |
| Frank Wilcox | 3.50 | 30.00 | Private Gresham | 10.00 | |
| Flora | 4.00 | 40.00 | Private Merle Hay | 10.00 | |
| Gen. Allenby | 10.00 | | Purple Cap | 6.00 | |
| Golden Marvel | 10.00 | | Rose Chochard | 10.00 | |
| Golden Early Frost | 4.00 | 40.00 | Richmond | 4.00 | 35.00 |
| Golden Chadwick | 6.00 | 50.00 | Rosanda | 10.00 | |
| Golden Feather | 3.50 | 30.00 | Rose Charm | 6.00 | 50.00 |
| Golden Glory | 4.00 | 35.00 | Ruth Twombly | 10.00 | |
| Glorious | 6.00 | 50.00 | Snow Bird | 4.00 | 35.00 |
| Honeydew | 10.00 | | Snow White | 3.50 | 30.00 |
| Harvard | 3.50 | 30.00 | Source d' Or | 4.00 | 35.00 |
| Hilda Canning | 4.00 | 35.00 | Sun Glow | 4.00 | 35.00 |
| H. E. Converse | 10.00 | | Sunshine | 4.00 | 35.00 |
| Ida | 4.00 | 40.00 | The Chief | 4.00 | |
| J. W. Prince (See Chieftain) . | 4.00 | 35.00 | Tekonsha | 4.00 | 35.00 |
| Jas. Fraser | 10.00 | | Timothy Eaton | 4.00 | 35.00 |
| Kathleen Thompson | 6.00 | | Thanksgiving Pink | 4.00 | 35.00 |
| Lilac Caprice | 6.00 | | Varsity | 4.00 | 35.00 |
| Lilian Doty | 3.50 | 30.00 | Vermont | 10.00 | |
| Lady Hopetown | 10.00 | | White Doty | 3.50 | 30.00 |
| Louisa Pockett | 10.00 | | White Chieftain | 3.50 | 30.00 |
| Lady Astor | 4.00 | 35.00 | White Giant | 10.00 | |
| Leilah | 4.00 | 40.00 | White Wings | 4.00 | 35.00 |
| Majestic | 8.00 | 75.00 | Wm. Turner | 6.00 | 55.00 |
| Major Bonnaffon | 4.00 | 35.00 | Whittier | 5.00 | 40.00 |
| Mariana | 4.00 | 35.00 | W. H. Waite | 10.00 | |
| Mary Ann | 4.00 | | W. A. Bilney | 10.00 | |
| Miss Emily Morrison | 20.00 | | Yellow Caprice | 6.00 | |
| Miss Millicent Rogers | 30.00 | | Yellow Early Frost | 4.00 | 40.00 |
| Miss Ruth Twombly | 15.00 | | Yellow Turner | 6.00 | 55.00 |
| Mrs. Alice Burke | 15.00 | | Yellow Pockett | 10.00 | |
| Mrs. Chas. Curtis | 10.00 | | | | |

The successful grower asks "How good is it?"—not "What is the price?"

TWO OF THE MOST VALUABLE PLANTS FOR THE GENERAL FLORIST

STEVIA

Single variety, \$25.00 per 1000

Double variety, \$30.00 per 1000

For strong rooted cuttings.

This useful and beautiful "Florists' flower" can be had in bloom from the Thanksgiving crop, on through the mid-winter; added to roses or carnations in arrangements or in "putting up" in a fancy box, it adds 100% to the effect.

CALLA DEVONIENSIS

This is the "Godfrey Calla" of the trade. A good many years ago E. G. Hill had the good fortune to bring over from Godfrey of England, the first lot of bulbs of this variety, now indispensable, on account of the snow white color, combined with the delicacy of texture, and the slender stem.

Grown profitably where no other plant can find available pot room.

\$1.00 per 100, \$9.00 per 1000.
in quantity, for bulbs nicely graded.

Suggestions About Parcel Post

The Government offers for 25 cents per package above the regular postage, to put such package in the class with letters (First Class Mail) thus insuring "careful handling and quick delivery." We strongly advise it on long distance shipments.

In prepaid orders, please keep this in mind when including postage; any amount overpaid will be promptly returned.

NOTICE—The elevator to Success is not running. Use the stairs.

It is an old but true saying that the best advertisement any business can have is a satisfied customer.

OUR TERMS OF SALE

Our *prices* are as low as high-grade stock can be grown for.

No firm in our line is supplying stock equal to ours for less money.

We make no charge for packing.

When credit is established, our terms are 30 days net, from date of invoice; subject to sight draft in 60 days.

We pack in boxes as light as is consistent with safety, and in a manner that prevents shifting in transit.

IMPORTANT—Any claims for damage in transit must be made promptly to Express Agent at destination, so that he can examine shipment and verify claim.

In filling your orders we shall do our very best to make every shipment satisfactory to you, and in any case where we fail to do this, please report to us at once.

REFERENCE

Orders from unknown correspondents must be accompanied by cash or satisfactory reference; let us have your reference on file, it will save you time when you order. The finest introduction that a new customer can present is a good credit rating for our file.

Please read note on page 23 concerning "Special" Parcel Post.

THE HILL FLORAL PRODUCTS CO.

RICHMOND, INDIANA

"We believe there is an order somewhere for every man ready to take one; WE believe we are ready right now."